

Christos Pietris

Brand Advertising Leader & Creative Director

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914-299-3004 • New York, NY

High-level creative Brand and Digital marketing manager with dynamic experience in developing data-driven marketing campaigns, strategies, and products. Successfully build and manage marketing and development teams to introduce innovative solutions and analyze campaign and product performance. Excellent communication and leadership skills along with powerful attention to detail. Specialized in digital and creative strategy, web experience, and developer audiences on a global level. Brought creative marketing and agile methods to conservative Japanese work culture that is rarely accepting of new approaches.

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| ▪ Technical Agile Project Management | ▪ Social Media Marketing | ▪ Video Production and editing |
| ▪ Product Development Lifecycle | ▪ Brand Management | ▪ Go-To-Market Strategy |
| ▪ Agency and Creative Direction | ▪ Advertising Technology | ▪ Niche Advertising |
| ▪ Writing & Communications | ▪ International Marketing | ▪ Performance Marketing Integration |

Professional Experience

Amazon • New York, NY • July 2021 to Present

Sr. Technical Program Manager of Amazon Web Services (AWS) Video Game Tech Operations – GameLift (July 2022 to Present)

Coordinate the design, development, testing, deployment, and go-to market of features into production across multiple technical teams for hosting session-based multiplayer game servers in the cloud. Responsible for ensuring that the final product/feature design meets business and technical requirements.

- Build and Deploy 7 key features based on customer requests and feedback that together generated >\$20MM in new business. Working directly with Principal Engineers, Software Development Managers, and product managers.
- Serving as the main point of contact for 90+ clients (game studios) launching their games on the platform.
- Write the strategy, technical requirements, release plan, and marketing materials through agile methodologies for both Region Expansion Automation, and Operating system deprecation.
- Create and drive to executive approval, a proposal to onboard a software development agency for \$1.1MM annual retainer tackling SDK and plugin development to meet customer requirements. Managing of this new team of contractor support is on track to produce \$30MM in new annual revenue.

Sr. Program Manager of Creative and Front-End Ad Tech, Amazon Demand Side Platform (DSP) (July 2021 to July 2022)

Create, lead, and execute Advertising DSP Front-end customer facing products through the engineering lifecycle based on research of customer needs and feature parity. Engaging with all other programmatic advertising products and go-to-market strategy for campaigns spanning display, video, and audio, across the Amazon portfolio and third-party supply.

- Built and released 3 key products, leading cross-functional teams of Engineers, data scientists, sales, and UX designers to meet customer requirements. Resulting in a 22% increase in customer usability scores.
- Manage a team to automate product performance data aggregation using tableau – creating a new dashboard that is populated with multiple data sources freeing up resources by 30% to engage in strategic discussions with executives.

IBM • New York, NY • March 2016 to July 2021

Head, Digital Experience & Brand Strategy - Sports and Entertainment Partnerships, Global Advertising (Dec 2019 to July 2021)

Leading advertising creative for all sports and entertainment partnerships. This includes the input brief for the agency, the creative brief, feedback and revisions, production, shipping, and landing experience of the campaign. Encompassing TV broadcast, social media, celebrity/influencer marketing, and all forms of paid media. Overseeing a creative and media budget of \$15M+ for 5 strategic partnerships; The US Open, ESPN Fantasy Football, The Masters, The Grammys, and E-Sports.

- Manage a team of 13 to Improve brand presence, content creation, performance marketing integration, audience nurture, and retargeting.
- Drive content automation and standardization. Increasing weekly cloud registrations by 250% and frequently presenting findings to c-suite executives.
- Develop more than 20 lead collection/landing pages and global mobile optimization of all IBM top-funnel pages through agile A/B testing and data driven tactics. This includes attracting 400 million impressions a week, increasing engagement by 55%, and reducing the Cost Per Engaged Visit by 50%.
- Collaborate with account, media, and technical teams, to select optimal partners to negotiate and contract IBM's first multi-million, multi-year E-sports creative partnership with Overwatch League.

Manager, Web Experiences and Developer Content, Global Advertising *(November 2017 to December 2019)*

Built and led a multi-functional team of 6 in designing, developing, and maintaining marketing web pages. Brought and managed this process in-house saving IBM \$3.8M in agency fees annually. Creative direction for all campaigns and content targeting developer audiences.

- Established IBM's first worldwide enterprise-level brand marketing/advertising and social campaign for Developers called "Behind the Code." This increased brand consideration and relevancy by over 11% among prospects for AI and cloud.
- Creative and media direction on "Call for Code," a hackathon enabling developers to build open-source technology projects addressing humanitarian issues. Increased IBM Cloud accounts created in its first year by 120%.
- **Special 3-Month abroad assignment in Tokyo, Japan:** Reported directly to the CMO of Japan; to create a Japanese Developer targeted ad campaign. Reduced digital marketing inefficiencies, mended agency relations, adjusted media buying tactics, and optimized Lotame audiences. Received worldwide recognition and awards as an example of innovative globalization efforts.

Creative Director, Developer Communications *(February 2017 to November 2017)*

Created and hosted the "New Faces of Z" video series to improve developers' perception of mainframes, amassing 75,000 views.

- Wrote and produced video content, bylines, blogs, and pitched media on more than 60 stories to promote developer initiatives around digital transformation, partnership, acquisition, emerging technologies, open source, and AI.
- Planned and implemented brand strategy, B2B storytelling, and operating model of developer advocacy program.

Digital Marketing Video Producer and Community Manager *(March 2016 to February 2017)*

Developed internal Digital Marketing education content through blogs, videos, and webcasts. Employed thought leadership content for product marketing, integrated marketing, and performance marketing, and increased registrations by 46% in 8 months.

- Managed a team of interns creating web experiences inclusive of an online education platform for key digital efforts. This included Media buying, Social Media Marketing, Paid Search, SEO, Paid Media, and Email Marketing.
- Created internal interview video series to better connect subject matter experts in the company and foster cross-team collaboration on Marketing Campaign efforts.

IBM Japan • Tokyo, Japan • August 2015 to February 2016

Associate Creative Director, Marketing Strategy, Sales Enablement and Demand Programs

Brand strategy, storytelling, copywriting, and storyboarding for account-based marketing, sales enablement and web design teams targeting Japan's Startup and Developer Ecosystems, AR/VR growth programs, Cloud, and Watson AI.

- Localized 4 worldwide marketing campaigns through sales decks, Digital OOH, social media, and ISV team assets.
- Established campaign KPIs and expanded the Japanese startup partner ecosystem market share of IBM by 700%.

Education

Bachelor of Science: Business Administration - Marketing, Psychology Minor, Marist College (Student Body President)

Certificate in Strategic Management: Connected Strategy, Wharton Business School at The University of Pennsylvania

Adobe Creative Cloud Certificate, Adobe

Certificate (Associates Degree Equivalent) in Art and Advertising Design, Marist College

Languages & Additional Skills

Languages: English, Greek, and Japanese.

Microsoft Suite: Excel, Outlook, Word, PowerPoint, Adobe Creative Suite Certification (Premier, Photoshop, Illustrator, InDesign & Dreamweaver), HTML, Final Cut, Cinematography, Video production, Art direction, Brand identity, Logo design, SQL, ASANA/SIM, Scrum certified, Web/Media Analytics (Google Analytics - Hotjar - Coremetrics - Tableau - Pathmatics - Pearl), UX/UI, Adobe Experience Cloud, Photography, *Instagram blogger: @RamenreviewsNYC (22K Followers)*